

**MINUTES OF THE BOARD OF DIRECTORS
HOLLYWOOD PROPERTY OWNERS ALLIANCE
February 17, 2011**

Directors Present	Thaddeus Smith, President	The Music Box Theater
	Ron Radachy, Vice President	Oasis of Hollywood
	Jim McPartlin, Secretary	W Hotel Hollywood
	Greg Angelo	Metro
	Neelura Bell	CRA/LA
	Chris Bonbright	Whitley Court Partners
	Michael Gargano	Argent Ventures, LLC
	Leron Gubler	Hollywood Chamber - (Ex-officio Member)
	Jan Martin	AMDA
	Galo Medina	Comprehensive Financial Services
	Don Mushin	Toyota of Hollywood
	Louis Pelliccia	The Kress
	Tej Sundher	Hollywood Wax Museum
	John Tronson	Tronson Investment Group
	Monica Yamada	CIM Group, LP
Directors Absent	Frank Stephan, Treasurer	The Clarett Group
	David Green	Nederland Organization
	Nathan Korman	NBK, LLC
	Captain Beatrice Girmala	LAPD
	John Lyons	Avalon Hollywood/Bardot
Staff	Kerry Morrison	HPOA
	Sarah MacPherson	HPOA
	Devin Strecker	HPOA
	Joe Mariani Jr.	HPOA
	Steve Seyler	Andrews International
Guests	Hillary MacGregor	neighbor

I. Call to Order

The meeting was called to order by Board President Thaddeus Smith at 4:06 p.m.

II. Public Comment

Hillary MacGregor said she is a community member who has previously worked for the LA Times and she is considering starting a newspaper for Hollywood. She said she wanted to get to know what the BID does, who we are, and gather input from us about her proposed newspaper.

III. Approval of Minutes

It was moved by John Tronson, seconded by Galo Medina and CARRIED to approve the Minutes from December 16, 2010. *Note that the minutes from November have not yet been approved due to the executive session held during that month's board meeting.

IV. Treasurer's Report

A. Treasurer's Report for January 2011:

It was moved by Jim McPartlin, seconded by Chris Bonbright and CARRIED to approve the Treasurer's Report for January 31, 2011, including the Year-End report for 2010.

V. Committee/Activity Reports

A. Security Committee

1. Community Impact Team projects for 2011 – Tronson reported that CD13 has created a Community Impact Team to deal with issues in Hollywood including the street characters and illegal vending, spearheaded by Mitch O'Farrell with the cooperation of LAPD and BID Security. Some of the characters had banded together, sued the city of Los Angeles, and won an injunction to prevent LAPD from targeting them for arrests. Currently, this matter is going through the legal process. We are seeking help to solidify support, and LAPD needs input regarding any issues relating to the characters; the public is asked to call 1-877-ASK-LAPD with any complaints or comments. Tronson asked for staff to publicize this in the newsletter. Medina asked if the board should take a position on the matter; Tronson said that the board members as individuals should but that the BID should remain neutral to avoid being involved in any lawsuits. A "Hassle-Free Hollywood" sign campaign is also being planned to inform visitors that they do not need to pay the characters or vendors and that they do not work for the city. In addition, the team is working on reducing the number of illegal tour bus operators on the boulevard.

2. Andrews International 2010 Year In Review – Seyler presented a look at 2010 in BID Security to the board, highlighting the accomplishments, events, and individuals that the security team played a part in, including many community events such as the Homeless Registry, arrests, and referrals for service. Morrison added that calls for service were up drastically for the team, who are often the first responders for security incidents in the BID. Seyler stated that when the BID receives emergency calls, they do alert LAPD immediately.

B. Streetscape Committee

1. Cahuenga Alley – Sarah MacPherson reported that a major milestone had been reached this week as Building & Safety, CD 13, and DWP all met and identified items that need to be removed from the alley before construction can begin, which is scheduled for March 7. The property owners have formed an association and will soon be creating their Articles of Incorporation and Bylaws in order to make decisions on consolidating trash and other matters during the course of the project. Next month, the association will present the BID with an Alley Management Proposal.

2. Paint/Refurbish Victor Stanley Trash Cans – MacPherson said the committee is seeking to set aside funds from the Landscape/Streetscape Maintenance budget to paint and refurbish the BID trash cans, to the tune of \$22,000. Mariani added that we are looking for a location to stage the trash cans while they are waiting for refurbishment.

It was moved by Thad Smith, seconded by Ron Radachy and CARRIED that the board would allocate \$22,000 towards refurbishing the existing trash cans purchased and installed by the BID.

3. W Plaza – Morrison reported that the bistro tables and chairs for the W Plaza will arrive in March and that Delphine is currently working on their coffee cart and securing electricity. Morrison said that the activation of the plaza is scheduled for early spring.

C. Marketing Committee

1. HEDLine News - Devin Strecker reported that the first issue of the new HEDLines News print edition is on the streets now; staff began distributing the papers at the State of Hollywood luncheon last week. So far, the response has been overwhelmingly positive to the newspaper. Strecker said staff will be making some tweaks to the format for future issues to find the right balance, such as switching to black ink, and adding another page. He also said he hopes to begin selling advertising to offset the cost of production.

2. Pole Banner Campaign – In light of the recent news that Cirque du Soleil is proceeding with their own banner campaign independent of HED, staff is looking into the city ordinance that requires commercial businesses to partner with non-profit organizations in order to secure pole banners. Strecker said that we are bringing the issue to the LA BID Consortium to educate ourselves on what the ordinance allows so that we will be able to collaborate on sponsored banner campaigns in the future if possible.

3. Strecker stated that he had recently met with representatives from Clear Channel and the Zagat Guide. Clear Channel had worked with the Downtown Center BID on an advertising campaign and staycation contest on local radio stations that drove traffic to that BID and its website during the holidays. Strecker said HED could possibly work with Clear Channel on a similar campaign to publicize the Hollywood Blvd. cleaning initiative once it's finalized and will present to the steering committee when appropriate. He said the proposal from Zagat guide, to create a neighborhood guide for the BID, is something the marketing committee may want to consider down the line.

VI. New Business

- A. Update on P-3 Parking Proposal – Morrison reported that the LA City Council, in a 12-0 vote, has abandoned the proposal. She said with the recent state budget developments and discussion about potential dissolution of local redevelopment agencies, she is recommending that the HPOA consider setting aside some of its non-assessment funds (HPOA Account) to retain the services of a consultant to form a non-profit Community Development Corporation for purposes related to economic development and infrastructure support/protection. Though there is no specific proposal in the works, it could create a nimble response to have a CDC in the works. Smith added that he believes we do not have much time on this issue and recommended allocating \$5,000 to form the CDC.

It was moved by Jim McPartlin, seconded by Don Mushin and CARRIED that the board would allocate \$5,000 from HPOA towards the formation of a Community Development Corporation.

- B. Mobile Food Vending Task Force – Strecker reported that he had attended a recent meeting of the LA Mobile Food Vending Task Force, which is seeking to replace and old city ordinance governing food trucks with a new ordinance which takes into account the current situation in the city, specifically the proliferation of mobile food trucks, primarily the so-called “gourmet” trucks or “twitter” trucks, in areas where existing brick and mortar restaurants exist. Numerous restaurant and property owners have complained about public safety issues related to the trucks, as well as issues of unfair competition since the trucks do not pay into the BID, are not required to obtain revocable permits to serve food on sidewalks, and are not liable for damages or accidents that occur as a result of their presence or waste left behind. Additionally, there is concern that they are using public parking meters for business use and take away precious parking resources from the established merchants. Strecker said that Kent Smith of the Fashion District BID has taken the lead out of the BID Consortium and has been a strong voice for the property owners at the Task Force meetings. Smith prepared comments on the task force’s proposed elements for the ordinance, which were included in the meeting packet, on behalf of the BID Consortium. Strecker stated that the City Council’s Transportation Committee will be meeting on February 23rd and advised anyone concerned to attend the hearing and speak out to support the BID Consortium’s recommendations.

VII. Executive Director’s Report

Morrison reported on the recent board planning retreat which was held last month at the Kress. One of the messages that came out of the retreat was that the property owners themselves need to take responsibility to raise the bar for the level of cleanliness that we want to see in Hollywood, especially on Hollywood Blvd. A follow-up brainstorming meeting was held in the HPOA office earlier this week which several board members attended, to come up with goals and objectives for a steering committee to formulate actions. The board has been split up into teams, similar to how they were deployed into the BID during the planning retreat, and each team will do outreach to the property owners in their assigned areas. A proposal has been made to put forth a “contract for Hollywood,” as described in Smith’s President’s Address in the HEDLine News, and holding a cocktail party to raise the temperature of commitment on Hollywood Blvd., perhaps the world’s most famous street. Additionally, a meeting was held with Sherwin Williams who may get involved as the official paint of the Blvd. and assist the property

owners with repainting their storefronts. Currently Sherwin Williams is looking to increase their market share in Southern California so this could be a win-win situation for all parties, and they are moving forward with a rendering to show what they could bring to a partnership with Hollywood Blvd. property owners. Pelliccia, Tronson, Sundher, Smith, and Medina all volunteered to be part of the steering committee for this initiative. Kipp Rudd with the CRA reminded the board that the CRA is putting together a façade improvement program which could also benefit this initiative.

VII. Next Meeting

The next meeting is scheduled for Thursday, March 17, 2011.

X. Adjournment: The meeting was adjourned at 5:45 p.m.